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ABSTRACT

The community characteristics and the present library services of the borough of Etobicoke, Ontario, were studied in order to make recommendations for improved service. It was concluded that the major changes to be expected in the area were an increasing population and increasing numbers of ethnic minority residents. It was recommended that a new branch library be built and that the bookmobile route be reorganized to increase coverage of the borough. Special services of the new branch would include a community information service and a special collection in the areas of municipal government, urban development, administration, and urban engineering. (PF)

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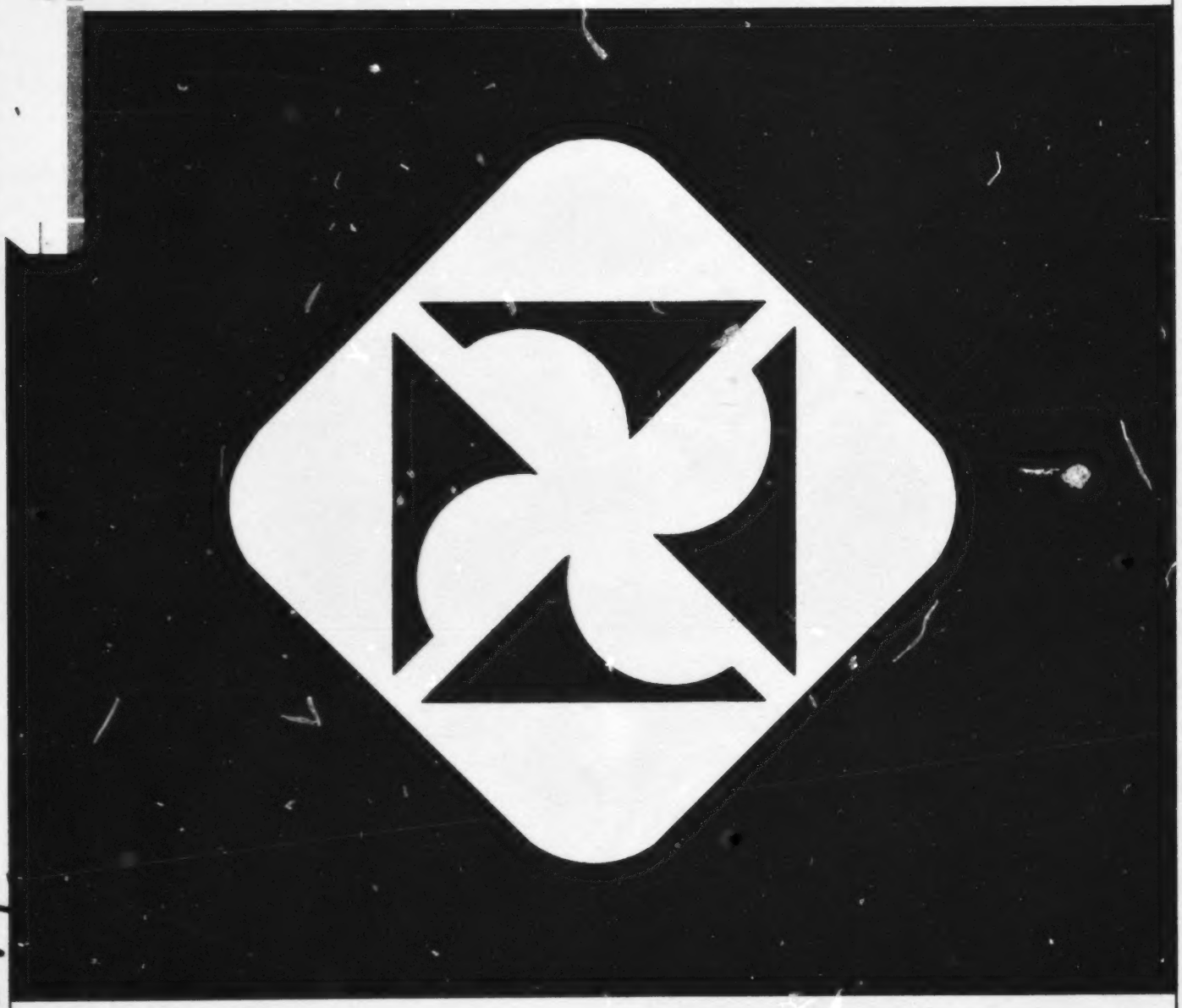

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PUBLIC LIBRARY SERVICE
EAST AND WEST OF HIGHWAY 427
ETOBICOKE, ONTARIO

November, 1973

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LETTER OF TRANSMITTAL

November 30, 1973

Mr. T.H. Goudge,
Chairman,
The Borough of Etobicoke
Public Library Board,
1806 Islington Avenue,
Etobicoke, Ontario.

Dear Sir:

We take pleasure in submitting this report for the consideration of the Board and staff.

We trust that, in it, we have fulfilled the terms of reference as outlined to us and authorized by the Director, Miss B.D. Hardie, in a letter dated July 24, 1973.

Hopefully the recommendations and evidence contained herein will assist the Board in developing future policy in the study area.

Yours truly,

A. Bowron

164 MACPHERSON AVENUE / TORONTO / CANADA M5R 1W8 / 416 964-0361

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ACKNOWLEDGEMENTS

I OBJECTIVES OF THE STUDY

This study is conducted within the terms of reference as set down by the Director and approved by the Etobicoke Library, namely:

a. To review the requirements for library service to the community both east and west of Highway 427, and make recommendations as to how library service needs can best be met.

b. In so doing, to take into consideration all such matters as might affect need for and use of library service, including present and future population, and the age levels, economic, educational and ethnic background of the population; to examine public and private transportation routes, effect of natural or artificial barriers to movement; location of existing services and institutions; objectives of the Etobicoke Library Board; existing library facilities and the present use patterns of Eatonville library.

c. To make specific recommendations as to number and type of library service outlets needed, most suitable location, possible costs and any other comments relative to the provision of public library service.

1. Interpretation

The study area as outlined in Objective 1 has been interpreted as the community on the east side of 427 along the highway corridor, in the vicinity of the Eatonville Branch, and the area west of 427 within the borough boundaries known as the West End.

In addition, the context within which the recommendations are made includes the Objectives of the Etobicoke Public Library Board, as approved on April 21, 1971.

a. To offer in the Borough a service that will stimulate, support and improve the educational cultural and recreational interests of people of all ages. To encourage the widest public use of that service.

b. To provide physical facilities, materials and staff to achieve excellence in library services.

c. To co-operate with and support groups and organizations in the community in presenting programs of educational, cultural, and recreational significance.

d. To adapt the library's total program to meet the needs of a changing society.

These objectives are reflected in the structure and organization of the library system including the relationship between the various agencies of the system and the materials selected for these agencies. Implicit in the Board's objectives, in our view, is the recognition of the need for diversity and co-ordination. Section III of the Adult Materials Selection Policy, adopted by the Board on April 19, 1972, develops the theme of diversity and co-ordination as follows:

"The Etobicoke Public Library serves over 280,000 people through two resource centers, eight branches, and two bookmobiles. These outlets are linked to one another through an active interloan service and the Etobicoke system is in turn interlocked with five other boroughs in Metropolitan Toronto as well as the Metro Central Library. Aside from the usual budgetary and space restrictions there are, therefore, several external and internal factors which have direct bearing on the selection of materials.

"Selection of materials will vary according to the function and location of specific outlets. Resource centers should have the most comprehensive collections, including titles of infrequent demand while the branches and bookmobiles should have smaller but still well-rounded general collections. Because of the importance of fitting each library to its service area if it is to give truly effective service, each outlet must in effect develop its own selection practice beyond this basic pattern. While these individual practices should meet the generally accepted criteria for fiction and non-fiction and should avoid duplicating specialized material available through larger outlets or through other institutions, they should reflect most closely the characteristics of the community immediately served. The improvements and expansion of interloan services do not obviate the necessity for on-the-spot collections with an adequate quantity of material in demand."

2. Alternatives to be Considered

The flexibility of the Board's obejctives and the policy quoted above allowed us to consider the following alternatives to the public library service arrangements presently available to residents of the study area:

a. Continue service at the present level and from all existing service points.

b. Enlarge Eatonville Branch on its present site.

c. Move Eatonville Branch to a new site.

d. Add an additional branch to the study area.

e. Add further bookmobile stops west of 427.

f. Move the locations of all or some of the present bookmobile stops west of 427.

g. Cancel all or some of the present bookmobile stops west of 427.

h. Change the stock of materials available, change the hours of service or in other ways change the existing organization and focus of service.

3. Methodology

a. A survey of existing library services in the study area was made from documents and interviews. The services presently offered by the Eatonville Branch and the bookmobile stops west of Highway 427 were examined in detail and analyzed.

b. Short user questionnaires were distributed. One through Eatonville and one through the 4 bookmobile stops west of Highway 427 over a 9-day period in an effort to identify the patterns of use, limitations of the service and a few additional characteristics of the people who use these existing facilities. 319 questionnaires were completed at Eatonville and 186 were completed on the bookmobile.

c. The principal service areas of Eatonville, Richview and the four bookmobile stops west of 427 were plotted from the microfilm records of loans to identify overlapping, areas of heavy and weak use, the boundaries of the service areas, the barriers to use, etc. The microfilm image of the borrower's card closest to every 100th transaction card on the films for the months of February, June and September, 1973, was used for Eatonville and Richview. The home address of the borrower was plotted on a map of the Borough. No distinction was made between children and adults. The same procedure was followed for the bookmobile locations but, because of the comparatively smaller number of loans, every 25th transaction card image was selected. The size of the sample was large. For example, 1,219 addresses were plotted for Richview.

d. The annual count of adults and boys and girls using all branches during the week of November 5 - 12 was made available to us, as was information on costs of branch operation. In addition, a count was made of non-resident fee-paying borrowers at Eatonville and an extra tabulation of the split between adult and boy and girl users was taken at the 4 study area bookmobile stops.

e. The teletype print-out for the Eatonville block requests was collected for a two-week period and examined for the nature of the requests and reference work done at the branch. Eatonville reference questions were tabulated for two weeks and examples were noted of questions unanswered.

f. Time and distance data were collected for trips from various points in the study area to Eatonville and Richview to measure the accessibility of the branch by car, bus and walking.

g. Several visits were made to the Planning Department, the Board of Education building, the three high schools in the area, the Metropolitan Separate School Board Headquarters, the Mississauga Public Library and other institutions to gather opinions and data on services and the community. In addition, Etobicoke staff members were interviewed and in turn provided assistance and the heads of the bookmobile operation of Scarborough and North York were contacted.

Although our observations, measurements and analyses were as objective as possible, neither our subjective opinions nor the opinions of the library staff, or other officials interviewed, were excluded from the final considerations.

II THE BOROUGH OF ETOBICOKE

1. General Development Characteristics*

The historic growth trend in the Metropolitan Toronto region has been to the west and is expected to continue. The main patterns of this trend are now firmly established. There is in Etobicoke an extensive network of industrial districts, two in the south end around the Queen Elizabeth Way, one north of Highway 401, and one undeveloped in the west, south of Eglinton Avenue.

The Borough is served by three major regional shopping centres -- Sherway Gardens, Yorkdale in North York and Square One in Mississauga. Toronto International Airport, on Etobicoke's north-western boundary, dominates much of the area and has stimulated considerable industrial and commercial development. In addition, the airport has had a significant influence on the liveability of nearby residential neighbourhoods. For instance, neighbourhoods planned for development east and west of Centennial Park will probably be severely restricted in the future.

The Borough has only two significant sub-centres, Bloor-Islington and Thistletown, with the other residential communities being served by smaller centres. There are also three other complexes which can be discerned as major focal points in the Borough's structure. These are the Civic Centre adjoining Highway 427, Sherway Gardens and the Humber College/Etobicoke Hospital complex in the north end.

Etobicoke is served by several important regional open space and recreational complexes. These include the lakeshore recreational belt to the south and south-east, the upper and lower stretches of the Humber River Valley, Centennial Park at the western end of the Borough, and the Clairville conservation complex to the north-west. It is also proposed to establish a linear park as an interim open space resource through the centre of the municipality along the expressway right-of-way adjoining Eglinton Avenue.

The Borough is nearly 85% developed at present, with only about 5,000 acres (of a total of 31,000 acres) still vacant or undeveloped. About half of the developed land is in residential use, nearly 15% is industrial and about 20% is devoted to open space or recreational uses. This land use pattern is similar to Scarborough and North York except for industrial uses. Land devoted to industrial uses in Etobicoke is one-third greater than in North York and 50% greater than in Scarborough.

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* This section is edited and/or interpreted from Borough of Etobicoke. District 8 Plan and Appendices. 1972.

2. Population and Growth Rate

With a current (1971) population of about 282,000 persons, Etobicoke contains about 14% of the total Metropolitan Toronto population and about 12% of the population in the Metropolitan Planning Area. Like the other two large suburbs, its population grew very rapidly after the early post-war years, but the rate of growth has slowed considerably in recent years. From 1961 to 1966 Etobicoke's population rose an average of about 12,500 persons annually, but since 1966 the population has grown only by about 5,000 persons per year, or about 40% of the rate in the early 1960's.

In the last few years growth demands in the area have shifted to Mississauga which is now growing 2½ times as fast as Etobicoke. Future growth projections prepared by the Metropolitan Toronto Planning Board indicate a future population for Etobicoke of between 365,000 and 425,000 by 1995, depending on different assumptions. Using the same assumptions, the western fringe municipalities may be expected to grow to between 485,000 and 725,000 persons. According to estimates of the Etobicoke Planning Board, based on trends in the District Plans, committed development and additional proposals permitted, the 1995 population will rise to 394,000 minus 25,000 to allow for recent reductions in density passed by the Council.

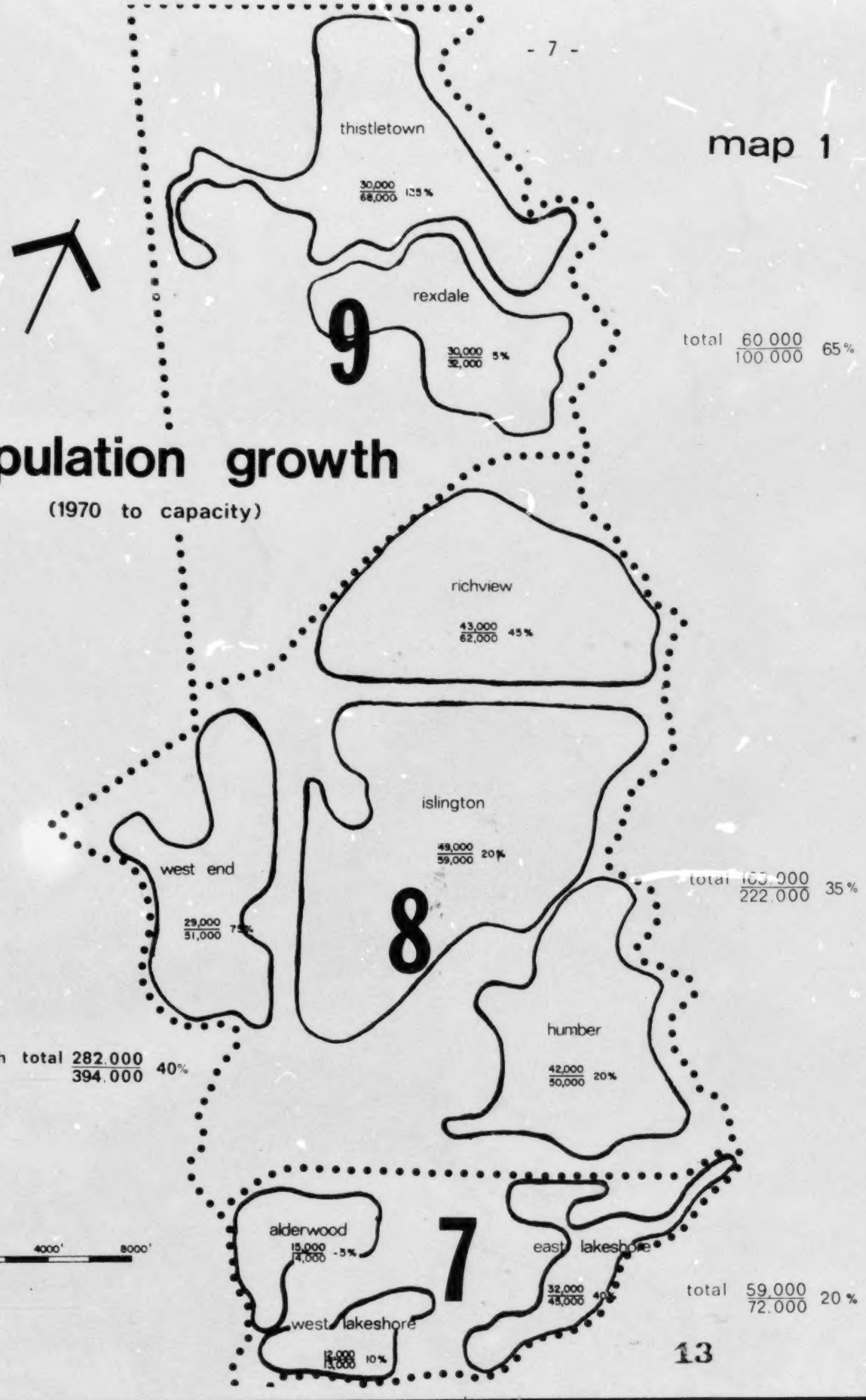
In this study we will use 291,000 as the 1973 population estimated by the Borough Clerk's office and 369,000 as the ultimate population. For the purpose of analysing the Canada Census data the 1971 census figure of 282,690 will be used. Since 75% of the increase will be added in 10 years according to the Planning Department, we will use 350,000 as the 1983 population of the Borough.

3. Planning Districts

The Borough is divided into three Districts for planning purposes. These were established by the Metropolitan Toronto Planning Board and are numbered Districts 7, 8 and 9. Our study area is a part of District 8, particularly "the West End" (see map 1) designated as District 8b and most of 8d.

District 8 is the largest of the three extending from the Queen Elizabeth Way to Highway 401 and from the east to the west boundaries of the Borough. There are four major residential areas in the District: Islington, Richview, Humber and West End. It is not as fully developed (88%) as District 7, the Lakeshore, (93%) but is more developed than District 9, north of Highway 401, (72%). According to the Etobicoke Planning staff, District 8 has the highest proportion of residential and the lowest industrial land use. Its 1970 population was 163,000 and its future population will be 222,000, which implies a growth of 36%.

map 1


thistletown
30,000 / 68,000 125%
rexdale
30,000 / 32,000 5%
9
total 60,000 / 100,000 65%
population growth
(1970 to capacity)
richview
43,000 / 62,000 45%
islington
49,000 / 59,000 20%
west end
29,000 / 51,000 75%
8
total 160,000 / 222,000 35%
humber
42,000 / 50,000 20%
borough total 282,000 / 394,000 40%
alderwood
15,000 / 14,000 -5%
7
east lakeshore
32,000 / 45,000 40%
total 59,000 / 72,000 20%
west lakeshore
12,000 / 13,000 10%
0 4000' 8000'

69% of all housing stock in District 8 is low-density. This is a higher percentage than any of the other Districts. In the future, however, single family homes will be replaced by apartments until District 8 will contain 59% of all the apartments of the Borough. Only 22% of the housing stock will be low or medium density. Multiple dwellings in the Borough are generally found in several well-recognized clusters, and there has been a tendency in recent years for some of these to coalesce into a few major apartment belts. Of concern to this study is the major apartment belt developing along both sides of the Highway 427 corridor, particularly on the west side. Medium-density housing (town houses, maisonettes) has tended to locate close to this major apartment concentration.

District 8 age characteristics differ only slightly from the averages for the Borough: 60% of its population is of working age (19-64), 28% school age (5-18), 5% pre-school (0-4) and 7% elderly (65+).

The location and size of shopping facilities is of considerable importance in planning library facilities. The pattern of retail facilities has already been established in Etobicoke. It seems unlikely that a new regional shopping centre (500,000 sq. ft. or over) will be located in District 8. The existing Sherway Gardens, Yorkdale or Square One complexes are available regionally. Additional plazas as large as Cloverdale are also unlikely to be developed in District 8 for some time, but there will be a continued need for community-type shopping centres in parts of District 8, particularly in the West End. Modification to some of the existing retail strips can also be anticipated. The total amount of retail floor space in the Borough is about 4.3 million square feet, about two-thirds of it in shopping centres. The overall ratio is nearly 15 square feet per capita. This is considerably higher than the ratios in either North York or Scarborough (13½ and 13 square feet per capita respectively) and probably reflects a higher level of purchasing power, and a lesser dependence on downtown shopping facilities.

4. The Study Area

Focusing on Sub-District 8b and parts of 8d where the Eatonville Branch is located, and using other applicable parts of the "District 8 Plan", Census tract information and facts gathered in interviews, a description of the specific area in which library services are under study is necessary to support the recommendations put forward in this report.

Sub-District 8b is bounded on the west by Etobicoke Creek and Eglinton Avenue, on the north by Highway 401 and the junction with 427, on the east by Highway 427 and on the south by the West Mall and the CPR tracks.

The total area is 2,435 acres or 4.97 square miles. It is mostly residential, 68%, or open space, 24%. Only 1% is industrial. The housing stock in the residential neighbourhoods, according to the Plan, is mostly low-density, 58%; high-density, or apartment buildings, account for 37% and medium-density for 4.8%. Like the rest of the Borough this ratio has changed in the last few years and the projected ratio of future housing stocks is expected to be 33.5% single family houses and 46.8% high-rise apartments with town houses, maisonettes etc., accounting for 19.7% of the housing.

The population of the Sub-District was 29,230 according to the 1971 Canada Census. The Planning Department estimates that the ultimate population will be 51,000. This will be an increase of about 22,000. It is also estimated that 75% of this increase will take place in the next 10 years. Thus the 1983 population of the West End should be 45,500.

The age divisions of this population differ from those of Etobicoke as a whole. The population is younger. There are more persons between the ages 0-19 and fewer from 20-65. The proportions are: 0-4, 6.6%; 5-19, 33.3%; 20-64, 56.0% and 65 and over, 4.0%. The younger age breakdown is supported by the number of children per family, 1.7, which is higher than the Etobicoke average of 1.5. Families are also smaller in the West End, 2.6 persons per family as against 3.5 for Etobicoke. There are more apartments in Sub-District 8b than the Borough average.

Commercial, institutional and high-density residential development is taking place between Highway 427 and the West Mall between Rathburn Road in the north and Bloor Street in the south. In this 427 corridor just south of Burnhamthorpe is the Civic Centre, Hydro headquarters, the Board of Education building, an office complex, parks and community recreational facilities. New high-rise clusters and town house developments are being built in this strip. There is a Holiday Inn south of Rathburn Road and 1,040 apartment units are being constructed north and south of Rathburn.

Other commercial-retail centres with high-rise and medium-density housing are located along Burnhamthorpe Road at Mill Road, and at Bloor and Mill Road. There are additional small shopping centres at Renforth Drive and Rathburn, Bloor and Mill Road and at Eringate and Renforth. Centennial Park, a large regional park, is located north of Rathburn Road west of Renforth Drive and, outside of valley lands designated for park development, is the only large park in the West End.

In addition to Highway 427, a multi-lane expressway connecting regional and long-distance traffic to 401 and the Queen Elizabeth Way and servicing the International Airport, the main arteries in the West End are Dundas Street (Highway 5), Bloor Street, Burnhamthorpe Road, Rathburn Road and Eglinton Avenue. All cross Etobicoke Creek and

Highway 427 except Rathburn which crosses 427 but is as yet lacking a bridge over Etobicoke Creek which is not expected to be built within five years. No developed part of the total study area is more than 6 minutes distance by car from the Eatonville Branch. There are TTC bus routes traversing the West End on Dundas, Bloor, Burnhamthorpe and Rathburn but all terminate before the Metro Toronto/Mississauga boundary. There is at present one north-south bus route using the West Mall and Wellsworth Drive. Before 1974 a new circle route will follow the West and East Malls and connect Long Branch, Sherway Gardens and Eglinton Avenue in the north. In this Sub-District the Bloor and Burnhamthorpe arteries are the busiest and will likely remain so for at least the next ten years.

There are eight primary public schools, three primary separate schools and two collegiates in Sub-District 8b with enrolment a little behind classroom space available, although some schools have portables remaining in operation. In general terms across the Borough elementary school enrolment is declining. In the low-density areas of District 8 as a whole the number of pupils coming into the schools has dropped recently. However, in 8b, where the population is increasing at a rate above the District average, there will continue to be an increase in primary school enrolment particularly in the primary separate schools. Consequently there will probably be a need for additional separate school space in the future.

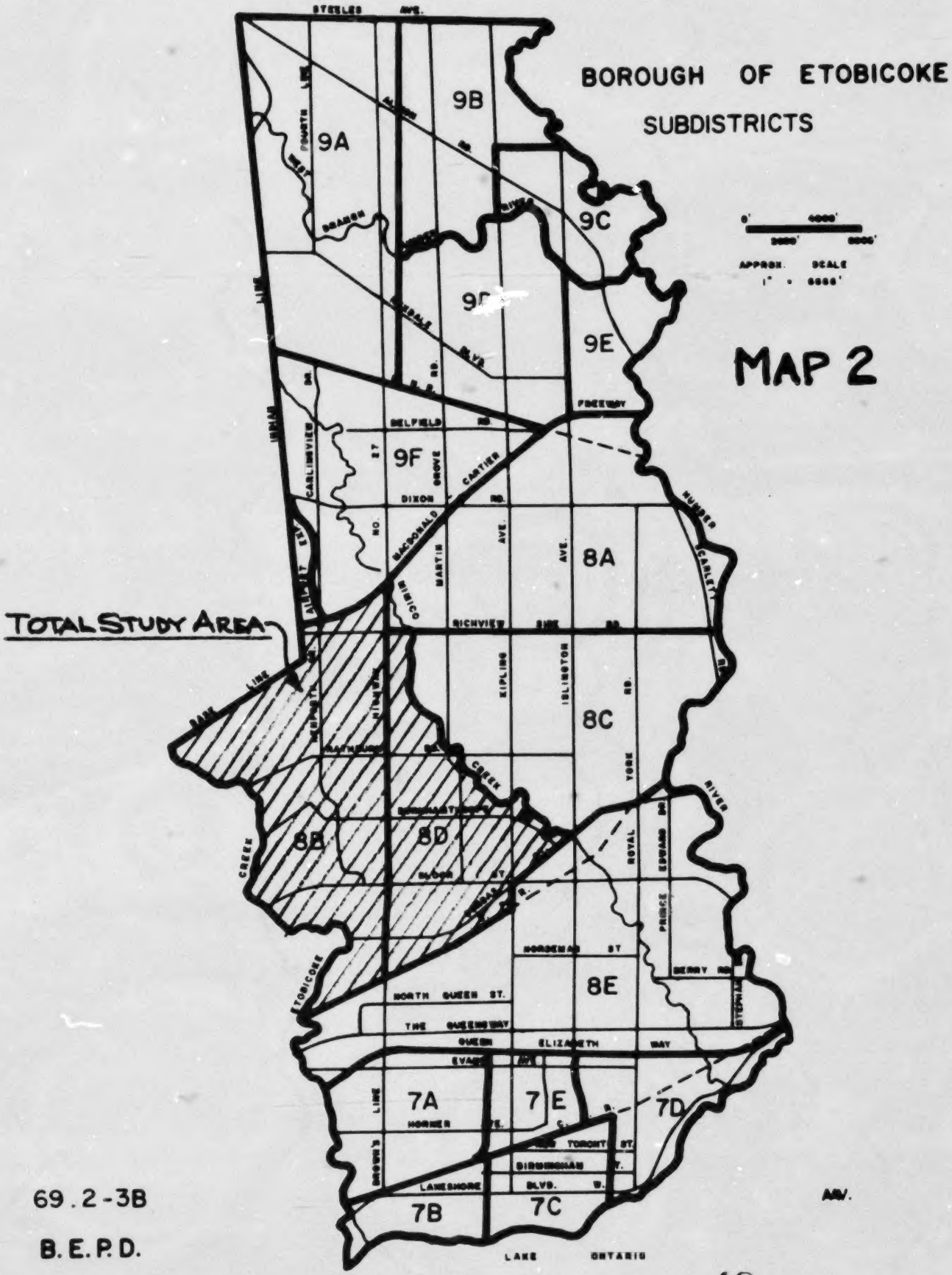
We were unable to find any reliable up-to-date figures on income levels or education but the Planning Department reports that both are probably higher than the Etobicoke average.

Planning in Sub-District 8d is also of interest because it includes most of the area east of 427 being served by the Eatonville Branch. Bounded on the east by Mimico Creek, on the south by Dundas Street West and the CPR tracks and on the west by Highway 427, this Sub-District is 1,825 acres in area of which 64% is residential, 6% industrial and 7% open space. 8d has a much lower proportion of high-density housing than any other part of District 8. This is expected to change somewhat but the area will remain mostly one of single family dwellings except for the east side of the 427 corridor. The existing population is about 21,000 which is expected to rise to an ultimate of 25,000. If 75% of the increase takes place by 1983 the estimated population at that time will be 24,000. There are five primary schools, two separate schools and one large high school in this Sub-District.

There were only 320 persons living west of 427 in 8b and 210 persons east of 427 in 8d who reported French as their mother tongue in the 1971 Census. However, 8,470 persons in both Sub-Districts reported their mother tongue as other than French or English. This is 17% of the total population as against 20% for all of Etobicoke and 24.4% for Metropolitan Toronto. Which ethnic groups make up this 17% no one

seems to know with assurance, but there are impressions that the largest groups are Italian, German or Dutch. If the ethnic composition is similar to the Borough as a whole, 5.9% of the population will be of Italian origin, 2.8% German, 2.6% Ukrainian, to name the largest ethnic minorities. However, this cannot be assumed until the detailed 1971 Census information is published. Considering the fact that in 1973 there are probably close to 9,000 persons living in the area west of 427 whose mother tongue is other than English or French and who could benefit from library service in their language, more reliable statistics are needed for planning purposes in the future.

It is recommended that, based on the 1971 Census figures, a survey of the major ethnic groups in the study area be undertaken by the staff of the library in order to ascertain the present and future needs for library service in languages other than French or English.


BOROUGH OF ETOBICOKE
SUBDISTRICTS
MAP 2
TOTAL STUDY AREA
9A
9B
9C
9D
9E
9F
8A
8B
8C
8D
8E
7A
7B
7C
7D
7E
STEELES AVE.
FINCH AVE.
DUNDAS ST.
BELFIELD RD.
DIXON RD.
RICHVIEW SIDE RD.
BLOOR ST.
QUEEN ST.
THE QUEENSWAY
QUEEN ELIZABETH WAY
LAKESHORE BLVD.
LAKE ONTARIO
FREEWAY
HUMBER
MIMICO CREEK
ETOBICOKE CREEK
YORK
ROYAL EDWARD
PRINCE
BERRY RD.
HORNER AVE.
BIRMINGHAM ST.
TORONTO ST.
69.2-3B
B.E.P.D.

III THE ETOBICOKE PUBLIC LIBRARY SYSTEM

In order to establish the standards of library service prevailing in the Borough, a few details of the Etobicoke Public Library system should be noted.

There are twelve library outlets, including the Richview, Brentwood and Albion District branches, and two bookmobiles. The total bookstock at the end of 1972 was 528,309. In addition, the collection included 8,204 phonodiscs, 1,383 films and filmstrips, 4,167 slides and 1,196 microfilms. A total of 57,557 persons hold membership cards or 20.4% of the population. It should be noted, however, that the number of registered borrowers has little relationship to the number of persons who use the service. In 1972 inquiries for reference information numbered 36,181 and 31,817 books were especially reserved for patrons on request. The teletype network handled 22,002 inter-branch requests for books within the system. 3,323 volumes were borrowed from other libraries and 3,001 were loaned. 7,456 film programmes were shown in the community to an audience of 259,000 and 2,480 group activities were conducted by the library staff in all branches. The total circulation of all library materials was 2,221,687 in 1972, a delcine of 34,000 since the peak year of 1970. The following are a few important performance indicators for 1972 compared with all libraries in Metropolitan Toronto and in the Province of Ontario.*

	Etobicoke	Metro Toronto	Ontario
Per capita bookstock	1.9	1.88	1.97
Per capita circulation (all materials)	7.9	7.02	6.44
Librarians per 10,000 pop.	2.0	1.85	1.12
Per capita expenditure	$8.45	$10.41	$6.74
Library mat. exp./ total exp.	16.9%	13.9%	16.5%
Salaries/total exp.	62.6%	59.6%	58.2%
Volumes added per capita	.12	.2	.2

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* Data source: Ontario Ministry of Colleges and Universities. Public Library Statistics, 1972. Queen's Printer for Ontario, Toronto, 1973.

The Etobicoke system is higher than the Metro average for circulation and bookstock per capita, lower for expenditure and volumes added per capita. The system is well supplied with trained librarians which is reflected in the fact that 62.6% of the total expenditures are for salaries and benefits.

Looking at the efficiency and work load of the branches and their staffs, table I indicates that the lakeshore branches Long Branch, Mimico and New Toronto (excluding Albion as a special case in 1973) are the most costly in terms of circulation use and Long Branch and New Toronto have the lightest workload per staff member. Eatonville is the most cost-efficient and has the third highest staff workload for circulation and the fifth for inquiries.

When the ranking in the three indices is averaged, New Toronto and Mimico appear to show the lowest overall performance index followed by Brentwood. Humber Bay has the highest followed by Eatonville and Rexdale and the bookmobile operation.

Such a method of comparing branches does not give a completely accurate picture. For instance, branches may define "inquiries" in different ways, the main service of the bookmobile is circulation whereas Richview spends a great deal of time on in-depth reference work, film booking, public programmes, etc., giving the bookmobile an unfair advantage in column 9. The small staff of Humber Bay is difficult to weigh equally with the more specialized staff in the district branches. Nevertheless we feel that the overall ranking reveals within limits the cost-effectiveness of the service units in the system. If the district libraries are excluded from the comparison the overall result is as follows: Eatonville 1, Bookmobiles, Humber Bay and Rexdale 2, Mimico 3, Long Branch and Alderwood 4 and New Toronto 5.

TABLE I

Cost and Workload Indices for Etobicoke Branches Compared

Branch	Annual Cost[1]	Circulation[2]	Cost/ Circ.	Rank	Staff[4]	Circ./ Staff	Rank	Info.[5] Inquiries	Info. Inquiries/ Staff	Rank	Overall Rank
	1	2	3	4	5	6	7	8	9	10	11
Albion	333,833	208,286	$1.61[3]	10	20	10,414	11	3,638	182	11	10.7
Alderwood	62,408	64,189	.97	6	3	21,396	6	859	286	7	6.3
Bookmobile	112,494	165,772	.67	2	8	20,721	7	4,315	539	2	3.7
Brentwood	317,173	341,911	.91	4	18	19,000	8	4,272	237	9	7
Eatonville	172,128	259,876	.66	1	9	28,875	3	2,839	315	5	3
Humber Bay	47,360	69,662	.67	2	2	34,831	1	1,087	543	1	1.3
Long Branch	99,561	87,167	$1.15	7	5	17,435	9	1,255	251	8	8
Mimico	138,566	115,908	$1.20	8	5	23,182	4	1,630	326	3	5
New Toronto	94,443	68,833	$1.36	9	5	13,767	10	1,073	215	10	9.7
Rexdale	100,991	125,489	.81	3	4	31,372	2	1,282	321	4	3
Richview	655,293	714,594	.92	5	33	21,654	5	9,799	297	6	5.3

1. Figures obtained from the business office of EPL. Cost of administration and central services excluded. These are projected cost for 1973, an increase of 15.7% over 1972.
2. Total circulation has levelled off and dropped slightly since 1970. For comparative purposes the 1972 figures have been used with the 1973 projected costs.
3. The cost for Albion is somewhat distorted by extraordinary expenditures allowed for library materials.
4. Full time only, excluding maintenance and excluding Richview administration and central services.
5. Extrapolated from Information Statistics Reports for Feb., Mar., June, July and Sept. 1973.

IV LIBRARY SERVICE IN THE STUDY AREA

Public library service immediately available to the people west of 427 is supplied by one of the EPL bookmobiles carrying about 3,500 volumes for adult and children's use. There are also about 14 periodical titles, a few foreign language books and about 30 cassette recordings from which to choose. The bookmobile is on a weekly schedule in the area stopping for a total of 11½ hours at Renforth Mall (Rathburn & Renforth), Markland Woods Plaza (Mill Road & Bloor Street), Burnhamthorpe Mall (Burnhamthorpe & Saturn Road) and Eringate Plaza (Eringate & Wellsworth Drive). The Eatonville Branch at the corner of East Mall and Burnhamthorpe is the nearest public library building available. It is open from 10 a.m. to 9 p.m. Monday through Friday and from 10 a.m. to 5 p.m. on Saturdays for a total of 62 hours. In addition all other Etobicoke branches may be used freely by any resident. The Richview resource centre on Islington Avenue north of Eglinton Avenue West is only 5 miles away from the most distant point of the West End and is the most used of the other Etobicoke branches. Brentwood Branch on Brentwood Road north of Bloor Street West also attracts some users from the southern part of the study area. Via the teletype network in Etobicoke or in person all other public library outlets including the Metropolitan Toronto Central Library are available free of charge. The MCL is undoubtedly used by many Etobicoke residents who work near the core area. According to a survey of the users of the MCL completed in May, 1971, Etobicoke residents accounted for 5.7% of all visits to the Central Library.

There are two high school libraries, eight primary school libraries and two separate school libraries available to the students living west of 427 and one high school library, five primary school libraries and two separate school libraries east of 427. Although the high school libraries are open to the public for limited use, they are rarely used by adults and they close about 4 p.m. during the week and are not open on Saturdays. The resource centre in the Etobicoke Board of Education building serves teachers and students about 50-50. The Centre is used very seldom by the public even though it is open from 8.30 a.m. to 5 p.m. Monday, Wednesday, Friday and 8.30 a.m. to 9 p.m. on Tuesday and Thursday. It is closed on Saturday.

Beyond the western boundary of the Borough of Etobicoke is the small Burnhamthorpe branch of the Mississauga Public Library at the corner of Burnhamthorpe Road and Dixie Road. The distance from Eatonville to this library is 2½ miles, or about 6-7 minutes by car. The Burnhamthorpe Branch is used to some extent by Etobicoke residents (e.g. 8 respondents to the user questionnaire said they used Burnhamthorpe) who work or attend school in Mississauga and therefore use the library free of charge, but the staff of the branch reports no

recorded use by Etobicoke residents on an annual fee basis. Within 5 years the Mississauga Board plans to replace the library with a larger one to serve this rapidly growing area. We did not attempt to measure the use of the Mississauga bookmobile service at all stops near the Etobicoke boundary but the closest location, on Fieldgate Drive in the Forest Glen Plaza, reports no known use by Etobicoke residents.

1. The Use of Richview in the Study Area

An examination of the locations of users of the larger and more varied resources of the Richview District Library is important in order to judge the effectiveness of Eatonville and the bookmobile. Can Eatonville, particularly, satisfy the book borrowing and information needs as well as tne need for other kinds of materials and library services of the potential library users in the study area?

The principal service area of Richview does not extend south of Dundas Street West. Between Mimico Creek and 427 there are few Richview users. Eatonville seems to be meeting the demand. West of 427 there are more, particularly in the clusters of high-rise buildings. However, there is very little overlapping of the service area with Eatonville. The majority of Richview users live in the area bounded by the Humber River, Dundas Street West, Mimico Creek and Highway 401. We didn't measure the personal use of Richview for study purposes but the questionnaire asked what other Etobicoke service points are used with the following results for Richview:

Bookmobile users who also use Richview - 16.5%

Eatonville users who also use Richview - 68.2%

Considering the little overlapping of the service areas, most residents of the study area seem to use more than one library and visit them frequently.

For a selection of adult phonodiscs or 16mm films, in-depth reference service, prolonged study using library resources or viewing art exhibits Richview is used first but mostly by the adults who already use Eatonville or a bookmobile stop. No children living west of 427 listed Richview as an alternative to the bookmobile or Eatonville on our questionnaire.

2. A Description of the Eatonville Branch

Situated at the corner of the East Mall and Burnhamthorpe Road, the branch was opened in 1964. It is 9,296 square feet in area on one floor and a partial basement. Besides the public service area there is a multi-purpose room seating 90, study places and seats for 60, a lounge area, an outdoor patio, a staff workroom, a staff lounge and kitchen, a branch librarian's office, washrooms, storage rooms, 2 lobbies, mechanical room, etc.

The present collection totals 42,781. 24,670 volumes can be accommodated on the open shelves in the public areas. If we assume that 3,000 volumes are in storage, in the workroom or in transit to or from another library, and about 1,500 volumes represent the adult and boys and girls reference collection, 15,111 volumes would have to be in circulation so that 23,170 circulation volumes could be accommodated on the shelves. This is an "on loan" rate of 39.5%, higher than the usual one-third one expects to be in circulation at a branch. The shelves at the times of our visits were indeed very crowded. More shelving could be added but the loss of public open space and study places would be detrimental to the service as a whole.

The parking lot to the east of the building can accommodate 45 cars including staff parking. There is a bus stop in front of the building. Of brick construction, the building and landscaping are in good condition except for a deterioration of the brickwork particularly on the west wall and the south wall surrounding the outdoor patio. A tree partially obscures the name of the branch on the north face.

The library board has recently acquired an additional piece of property about 90 feet wide running the length of the parking lot for over 200 feet. A small triangular piece of property in the southwest corner of the lot, extending from the easterly boundary of the East Mall right-of-way to the original property line of the library site, has also been transferred to the library board. Except for the site occupied by the Hydro sub-station south of the library, the board now owns about 1 1/3 acres facing Burnhamthorpe and the East Mall. Just south of the building on library property the curbing for a turn-off from the East Mall has been installed so that an alternative entrance to the parking lot could be provided as planned for in the original layout. Initially, the Eatonville Branch site was chosen on the assumption that the completion of the East Mall from Eglinton to Dundas was imminent. However, almost 10 years passed before it was finally completed in 1973.

3. The Possibilities For Expansion of Eatonville

The site offers several possibilities for expansion. The following conclusions are the result of an examination of the original drawings and a conversation with Mr. Robert Becksted, the architect who was associated with the project.

a. To the east toward the parking lot. This would require considerable rearrangement to the interior because of the presence of the side entrance, its lobby, the stairway to the lower level and the work-room on the east side of the present building. However, there is room to double the present area of the building.

b. To the south. This would probably eliminate the planning parking lot entrance off the East Mall unless the extension only occupied the present walled reading garden area. This would add only 1,225 square feet to the present space.

c. Under the adult area there are 2,000 square feet and under the boys and girls area 1,150 square feet of unexcavated basement space. These areas together with 1,225 square feet under the reading garden could provide an additional 4,375 square feet of space for expansion. It would appear from the drawings that the footings and foundation would allow for such excavation.

d. A second floor. This possibility is the least likely. The building was not designed for a second level above grade. Extensive and costly strengthening of the foundation and walls would be required.

Regardless of the conclusions of this report, each of the above alternatives would require a technical study to determine the effects of any addition on the present structure, and on its heating and air-conditioning equipment. It is our information that an addition together with the excavation of the present basement and a strengthening of the walls and footings would be as expensive as building a new facility. To serve the present population of 50,000 would require a branch of about 20,000 square feet. To provide for the future would require over 30,000 square feet. Together with parking provision for 100 - 120 vehicles the site would be barely large enough; a second floor above grade might be necessary.

4. The Performance of Eatonville Within the System

In the matter of standards for branch libraries there is little agreement among library planners. In any case all standards must be set in the context of the total community in which the branch operates. In Metropolitan Toronto all branches of all municipalities have access to

the most varied and richest public collections in Canada. There is a good communication system, adequate financing and an emerging organization of library units which, compared to many federated metropolitan areas, could become a model of co-ordination and rational arrangement.

It would be of little use to measure the performance of Eatonville against the C.L.A. or A.L.A. standards for library systems or against other single libraries offering total service. Eatonville is a part of the Etobicoke system and a unit within the Metropolitan Toronto federated library network. It does not, nor should it, operate as though it were an independent library.

However it is useful to compare the performance of Eatonville with the averages for other Etobicoke branches so that one can judge if the "Eatonville community" is receiving the same quantity and quality of branch service as the other branch communities.

	E.P.L.	Eatonville
Circulation per capita*	7.9	5.2
Bookstock per capita	1.9	.9
Volumes added per capita	.12	.09
Professional staff per 10,000 pop.	2.0	.6
Total staff per 10,000 pop.**	4.0	1.8
Info. inquiries per capita	.13	.06
Books requested from other system libraries as a % of bookstock	4.2%	6.2%
Books loaned to other system libraries as a % of bookstock	3.5%	8.8%
Square footage of building space per capita	.52	.19

* All items

** Public service full-time staff only.

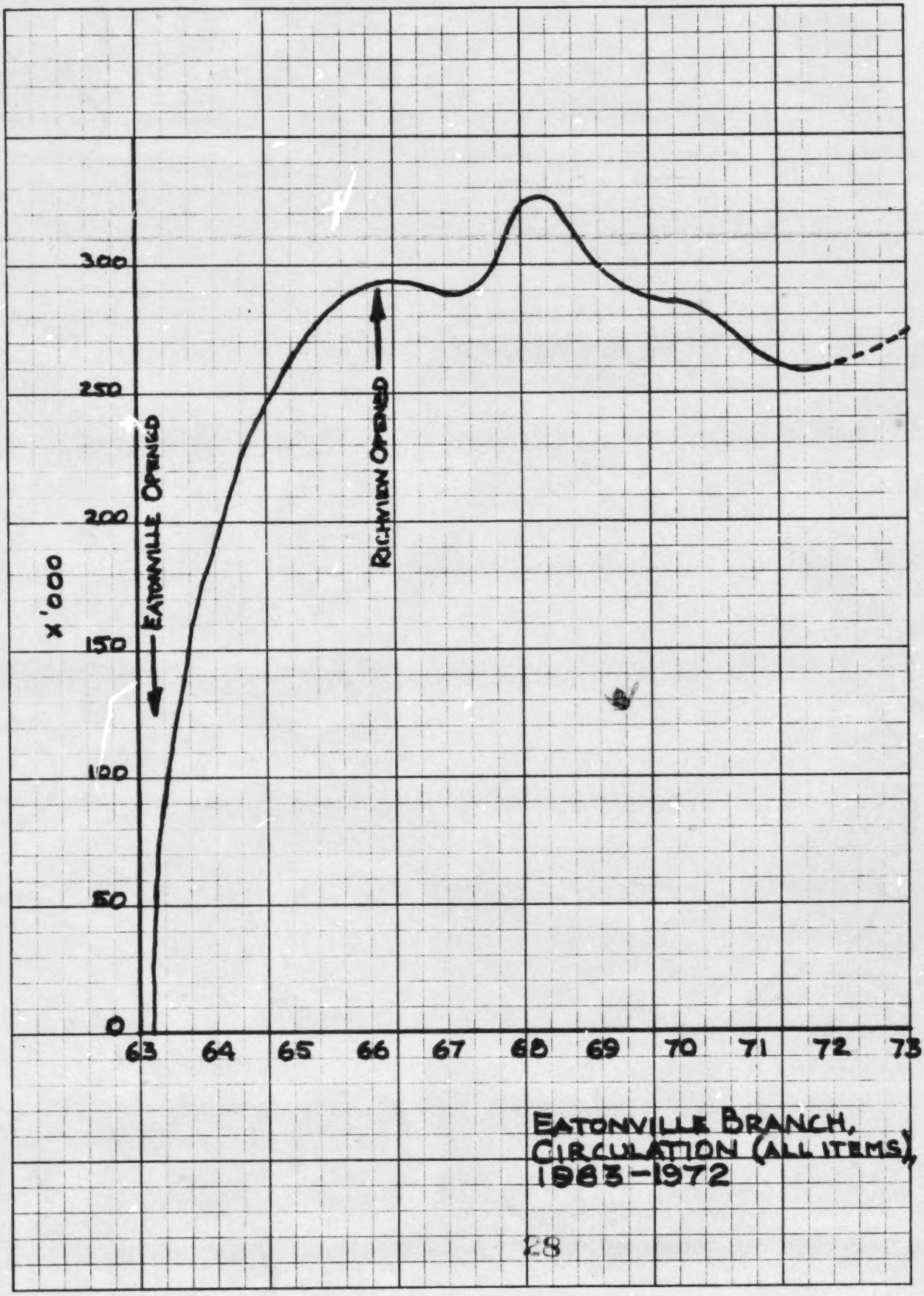
From these indicators and allowing that staff, circulation and inquiries need not meet the highest standards of the system, it would appear that Eatonville is deficient in the size of its collection, its professional and clerical staff and in the size of its building. Table I indicated a high performance standing for Eatonville. Taken together with these statistics a picture emerges of a hard-working staff striving to serve

a large population with inadequate resources in a building which is too small. Proportionately more books are moving in and out of Eatonville on inter-library loan thus adding to the workload but underlining the interdependence of this branch and the total system.

The graph of circulation shows that there was a slight slump in the use of Eatonville after Richview was opened in 1966 but this was overcome and a peak was reached sometime in 1968. Since then loans have fallen. However the figures for 1972 indicate a rising trend. Reference inquiries and the number of items borrowed from other libraries and reserved for users has risen sharply in the last few years following the trend being felt in most public libraries.

For reference and research use Richview acts as a back-up collection for Eatonville and the people in the study area. There is no record of personal or telephone use of Richview by the residents but for a two-week period Eatonville staff recorded its reference inquiries and noted the number unanswered or referred to Richview or Brentwood. Of the 192 inquiries tabulated, 24 were referred to Richview, 2 to Brentwood and 2 patrons were referred to Metro Central Library. Only 38 inquiries remained unanswered at Eatonville. A majority of the reference inquiries were satisfied through the Eatonville collection. This is a good record of success considering that most of the actual queries unanswered were for rather specialized material or information. Only about 1 in 10 requests were received by telephone.

In glancing at the daily teletype transmissions of requests for books over a three week period, we noted that most of the books needed and not available at Eatonville were titles one would expect to find in a branch of this size. Titles high on the demand list and practical help books predominated. There were the usual number of course books and a few scholarly or unusual titles. Although the block transmissions were not large, in our view the character of the requests indicated a collection deficient in current material. Again, our questionnaire supports this view. Most patrons answering the question "What, if anything, should be added to the stock of the branch? suggested more current material and technical books, for both adults and children.



EATONVILLE BRANCH,
CIRCULATION (ALL ITEMS),
1963-1972

5 X 3 TO THE INCH 46 0410
7 X 10 INCHES
KEUFFEL & ESSER CO.

5. The Principal Service Area of the Eatonville Branch

Plotted according to microfilm records it can be seen from map 3 that the service area contour line generally includes within it the residential areas west of Mimico Creek, north of Dundas Street West and Highway 5, east of Etobicoke Creek, south of Rathburn Road and east of Renforth Drive. A few users live east of Mimico Creek on or near streets which cross the creek, allowing convenient access to the branch. Highway 427 does not appear to be a barrier because many more addresses of users were plotted on the west side than on the east, probably in proportion to the population totals on either side. The 427 corridor, with its institutional and commercial development and its empty spaces or incompleted apartment projects, is a north-south gap in the service area as is the Hydro right-of-way west of Kipling Avenue North.

The pattern of address locations is most dense around the western sector of Markland Drive, on Mill Road north and south of Bloor Street, around the north end of the West Mall, and along the East Mall above Rathburn Road. There is an even distribution in the single family dwelling neighbourhoods east and west of 427. The pattern is weakest in the areas north and west of Highway 5 and Dundas Street at the Kipling Avenue junction where the attraction of Eatonville gives way to that of the Brentwood Branch. There is also weak use of the branch in the north-west corner of the service area where most addresses are over 2 miles or 5 minutes driving time from Eatonville. 24 locations in Mississauga were noted in our survey representing, say, 100 loans in the three months analysed. At 400 loans per year this is an insignificant .15% of the annual Eatonville circulation.

When the locations of the bookmobile users are examined the weaker areas of Eatonville use, west of 427, are filled in somewhat, particularly around the Markland Woods Plaza and in the part of the West End north of Rathburn Road where bookmobile use is the heaviest. Practically no bookmobile users live in the apartment clusters on Mill Road north and south of Burnhamthorpe or around the end of the West Mall north of Rathburn. These apartment dwellers seem to use either Eatonville or Richview exclusively.

Conclusions:

a. The branch is attracting people from all parts of its service area except in the south-east where some overlap with Brentwood occurs and in the north-west where bookmobile stops and Richview are more used.

b. Highway 427 is not a barrier to library use as long as any library building is close to 427 and on a principal overpass. Further residential developments on either side of 427 can be served by Eatonville in its present location.

c. The people living in high-density developments (zoned R4, R5, R6) are using Eatonville as well as, if not more than, those in single family dwellings. They also are good users of Richview but do not use the bookmobile.

d. The use of the bookmobile seems to be marginal to branch use in all areas but stronger in the neighbourhoods which are the most distant from the branch.

6. The Future Development of the Service Area

The area immediately around the branch is slated for considerable development. It is expected that a large commercial-retail complex will be constructed on the west side of the East Mall between Highway 427 extending from Burnhamthorpe to Valhalla Inn Road. The Planning Department expects the high-density residential phase of the project to begin within one year for full occupancy two years later. The commercial complex of office buildings and a parking structure has been shelved for the time being. When the four apartment towers are completed from 1,750 to 2,100 persons will be added to the immediate service area of the branch. The six acres of land directly south of the library have been dedicated as a park and south of this 4.5 acres have been set aside as a separate school site.

North of the library along the 427 corridor is a small commercial development, the large Burnhamthorpe Collegiate site and between the collegiate and Rathburn Road a large apartment complex is under construction. This development will be about one half completed in 1973 and when fully occupied in 1975 the 900 suites will add 2,250 to 2,700 persons to the service area of Eatonville. There are no other large residential projects planned for the eastern sector of the service area nor is it likely that there will be any institutional development affecting library service. However, there will be considerable in-filling of a low-density nature as well as a number of smaller apartment and town house projects.

On the west side of 427 the Seneca neighbourhood, north of Rathburn on either side of Mill Road, will not be developed and the lands between Renforth Drive and Centennial Park, the Centennial neighbourhood, are in doubt. The high-rise concentration north and south of Rathburn Road between the West Mall and 427 is partly completed and within three years 2,600 to 3,120 people will live in the 1,040 suites.

The other large residential project which will add a considerable population is on Mill Road north and south of Burnhamthorpe; the 532 apartments and 120 town houses, when completed, will hold about 2,000 people. Many smaller projects can, of course, be expected to fill in the West End and the five rather small shopping plazas can be expected to expand but there is little likelihood of an additional plaza larger than neighbourhood size.

The total population of the service area according to the 1971 Census is about 50,000.* If one adds a factor for growth since 1971 and the population which is expected to occupy the committed high-density developments in the service area by 1976, the population will probably rise to 60,000 or 62,000 by then. The total 1983 population is estimated to be 69,500 and the ultimate 76,000.

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* The Census tracts used in our calculation do not coincide exactly with the boundaries of the service area. This figure is probably accurate within 500 - 1000 persons.

MAP 3
EATONVILLE BRANCH
PRINCIPAL SERVICE AREA
■ - EATONVILLE
Ⓑ - BOOKMOBILE STOP

7. Use of the Mobile Service West of 427

In general the use of bookmobiles seems to be lessening in Etobicoke as well as in North York and Scarborough. In 1966 circulation peaked at 286,540 and has declined since as more branches were added and service patterns changed. In 1966 26.8% of the users were adults. Today this proportion has risen to 39.1% and much higher at some stops.

It seems that fewer people in general are satisfied by the selection offered by 2,500 to 3,500 volumes found on most vehicles and by the inconvenience and discomfort of visiting a bookmobile in inclement weather. They prefer a good branch library and will use it if it is within one mile or one mile and a half from home. Children are using bookmobiles in fewer numbers as school libraries improve and more sophisticated interests take them to larger libraries for a wider selection. In Etobicoke the same trends are noticeable. When we asked users what should be added to the stock of the bookmobile serving the West End most had no suggestions but those who had, 193 respondents, mentioned 26 different subject and 8 asked for phonodiscs. (One borrower wanted a coffee machine.)

One curious conclusion from our evidence is that apartment dwellers are not bookmobile users. Perhaps this is due to the fact that they are younger, childless and if they are married, both partners work. Bookmobiles are mostly used by children or by mothers choosing books for the family.

It is also interesting to note that the bookmobile users west of 427 do not always use the stop nearest to where they live. Users of all stops tend to cluster near the location of any one of the stops but a majority of those indicate a usage of a stop other than the one closest to their residence. The mobile service seems to be filling a strong need north of Rathburn where access to Eatonville is most inconvenient. However, 24.8% of the borrowers in this area use Renfroth Mall stop, 48% use Burnhamthorpe Mall, 30.6% use Markland Woods Plaza, the one furthest away, and only 14% use the closest stop at Eringate Plaza. These data might indicate that people use the bookmobile in conjunction with a visit to their most popular shopping centre. Perhaps it makes little difference how close a bookmobile stop is to their home if the shopping centre in which it is parked is not one they normally patronize or if the vehicle does not call at a normal shopping time.

The four bookmobile stops west of 427 are of most interest to the study. The one other stop in the study area, located at the East Mall Plaza north of Rathburn Road, is the least busy stop in the Borough and serves a small area south of Eglinton east of 427 and west of Mimico Creek. The circulation at this stop was higher before August 1973 when the visiting day was changed from Tuesday to Monday. Since

then use by children has dropped sharply. The need for this stop should be checked out. Perhaps Richview is close enough for the adults and the West Deane School Library is meeting the needs of the children. Perhaps a different time would be an improvement.

a. Renforth Mall is a small shopping centre near Centennial Park. There is little development to the west. At the moment the bookmobile calls Fridays from 10 a.m. to 1.15 p.m. Conditions in the area are changing. The library of the Nativity of our Lord Separate School is improving. Children from the Seneca School for Retarded Children now use the bookmobile only once every three weeks because of a change in the activity period which does not correspond to the time of the bookmobile visit. Although the number of respondents to our user questionnaire was small (27) due to the cancellation of one of the visits when it was to be distributed, the results indicated that 70.4% of the respondents were adults. This is confirmed by the bookmobile staff who report also that most of the adults are women. Our three-visit test of circulation indicated that 63.3% was adult. Very few high school students are users. The future of this stop is not encouraging. The time is not convenient for in-school children and circulation is down from last year which will probably put this stop below the per hour average of the Borough.

b. From 2.30 p.m. to 5.15 p.m. on Friday the mobile service vehicle parks close to the est side of the supermarket in the Markland Woods Plaza in the southern end of the area west of 427. There are two primary schools nearby. The staff reports an about even split between adults and children. Our questionnaire indicated 29.5% adult users, 18.2% students and 52.3% children and our three-visit test period indicated 53.2% adult circulation and 46.8% for children, about average for the area. Circulation is lower this year than during the equivalent period in 1972. 65.9% of the respondents to the questionnaire walk to the location, 9.1% drive (the shoppers), 9.1% ride a bicycle and 15.9% vary their mode of travel. No one takes a bus. The people who use Markland also use Eatonville, 50.9%, and Richview, 15.1%, and in addition many travel to the other stops in the West End.

c. Burnhamthorpe Mall is a busy shopping centre but the mobile service, which visits Fridays from 6.30 p.m. to 8.30 p.m., has not been a success so far, 22.2 circulations per hour in 1972, 4 months of operation extrapolated to one year. Since September 1972 when the stop was established, the circulation has risen and fallen with little relation to weather, season or the use of shops in the centre. The parking area of the mall is usually full on Friday

evenings. This stop is the closest to the Eatonville Branch. Because of the low circulation our plotting of each 25th borrower address on the map did not give us a valid pattern of use. Likewise our questionnaire was completed by only 31 users, not a large enough sample to yield valid conclusions. The three-visit test period indicated that 52.9% of the circulation was children's and 47.1% was adults', a higher child circulation than for the other stops in the West End and a lower child circulation than for the Borough as a whole. There is an indication that those who use this stop also use Eatonville which they mostly walk to but do not use Richview.

d. The busiest mobile service location west of 427 in terms of total circulation is in Eringate Plaza. The visit is on Saturday mornings from 10 a.m. to 1 p.m. and from 2 - 4. 64.8 circulations per hour were registered in 1972. Although this rate may fall off slightly in 1973, the people of the area will continue to use the bookmobile because of their reluctance to travel to Eatonville, 6 minutes away by car, and people from other parts of the West End will drive to the plaza because of its size -- the largest Etobicoke shopping centre west of 427. The questionnaire indicated that 40% of the respondents were adults and 40.5% were children. Our three-visit test period results were 45.2% for adult circulation and 54.8% for children.

The questionnaire suggested that the time of the visit is not the best. Sunday from 10 - 4 or a weekday evening would be preferrable. 44.6% of the people who answered the questionnaire use Eatonville and 20.8% use Richview. 54.8% of Eringate users (mostly children) walk to the stop, only 20.2% travel by car, 7.1% by bicycle and 17.8% use a combination of modes. When they visit Richview or Eatonville 16% use the bus, the highest number of transit users among all of the respondents.

In general the Markland Woods and Eringate stops are the most successful. The circulation per hour for 1972 compared with the total bookmobile operation in Etobicoke, Scarborough and North York is a good indication.

	1972 circ./hr.
Renforth	33.1
Markland Woods	74.0
Burnhamthorpe Mall	22.2
Eringate Plaza	64.8
Etobicoke Public Library - all stops	50.6
North York Public LIbrary - all stops	76.7
Scarborough Public Library - all stops	65.0

TABLE II

Bookmobile Use West of 427

	1972	Projected 1973*	3-visit test period S.24-0.13	B & G circulation	Adult circulation	Time/dist. from Eatonville by car
Renforth Plaza Fri. 10-1.15, 3¼ hrs.	5,489	4,000	259	36.7%	63.3%	1.4 miles 4 minutes
Markland Woods Fri. 2.30-5.15, 2 3/4 hrs.	10,378	7,000	382	46.8%	53.2%	1.9 miles 5 minutes
Burnhamthorpe Mall Fri. 6.30-8.30, 2 hrs.	710	3,000	155	52.9%	47.1%	1.1 miles 3 minutes
Eringate Plaza Sat. 10-1, 2-4, 5 hrs.	17,828	17,300	801	54.8%	45.2%	2.2 miles 6 minutes
			Average - 4 stops	47.8%	52.2%	
			Average all stops	60.9%	39.1%	

*Based on figures up to June 30, 1973

V THE FUTURE DEVELOPMENT OF LIBRARY SERVICE EAST AND WEST OF HIGHWAY 427

1. General Conclusion

As a result of interviews, research and a synthesis of the data analysed in this report our general conclusions can be summarized as follows:

a. The area to be served

It is well defined and corresponds to the service area of the Eatonville Branch and five bookmobile stops. The boundaries are Dundas St. W., Eglinton Ave. W., and the Mimico and Etobicoke Creeks. There is a little overlapping with the service area of the Brentwood District Library and, except for the residents of the major apartment groups, there is very little use of Richview.

b. The people to be served

The population is about 50,000. By 1983, it is expected to be 69,000 and ultimately rise to 76,000. In addition, as the population in the eastern part of Mississauga grows, many will expect service from the nearest Etobicoke branches thus adding 15 - 20,000 more potential users to the service area.

As high density and multiple housing increase in proportion to single family dwellings, the population will consist of more young adults, fewer young children and smaller families. The automobile will coninue to be the favoured mode of travel. Most children will walk to libraries or be driven by parents. However, bus service can be expected to improve and with more emphasis on public transit and higher gasoline prices, use of the automobile may drop.

c. Library Service and Use Trends in the Area

The present hours of service are convenient to most users. However, there is a growing trend to expect service on Sunday and Saturday evening. If hours are lengthened, Sunday afternoon and Saturday evening should be considered. Most students favour evenings in general for study purposes. At present, a majority of adults use the library on various weekdays.

The selection of materials available in non-English languages is poor. The number of residents who need to be served in a foreign language is around 9,000. It can be expected to increase substantially as ethnic minorities move out from the inner city.

Generally there is also a growing interest in learning French and in French Canadian culture. The public library as an educational and cultural institution can help to satisfy this interest.

Since the in-school child is supplied with much improved library service in the area, use of the public library by this age group is dropping. Public library branches and bookmobiles can now devote more time to the pre-school child, the senior student, the adult and the parent.

Information of use to community groups and individuals is becoming essential in urban society. Much of the material sought in public libraries and many of the enquiries made are needed to help solve problems of living in urban environments. The study area would be an excellent location for a community information centre to bring people together, to improve communication and thereby coordinate the multitude of community organizations and citizens groups which exist in the West End particularly. A public library branch is ideally suited to accommodate a community information centre.

Book circulation in general will continue to decline in relation to the population served. Reference work and information service will continue to grow. Public library staff must spend more time on reference activities and can no longer use rising circulation figures as a measure of success.

High school, community college and university students will not be frequent users of community branches in the future except where study facilities are available in the evenings and on weekends. In addition to better study facilities, a stronger reference collection is needed in the study area to attract students of all ages, and to relieve the pressure on the intra-branch borrowing system. About 8% of the total collection should be reference material with an emphasis on subjects useful for student projects, or dealing with urban life, social problems, family life, business and cultural activities.

A wide selection of non-print materials should be provided as requested by many library users. Phonodiscs and sound tapes in cassettes are the most frequently mentioned. Eatonville has only 98 phonodiscs for children. The meagre selection of cassette tapes available on the bookmobile should be greatly augmented and better displayed.

d. Preferred Locations for Service in the Area

The greater variety of services suggested and the need for more materials to supply the service area adequately will require more staff and more space.

There is no obvious location which can be identified as the best one for branch service. There is no commercial or retail focal point in the study area.

There is also no one satisfactory central location for serving children, particularly those children who would prefer or who must walk or bicycle to use a library. Bookmobile service is more satisfactory if the time of its visit is after school hours or on the weekends. Branch library use by young children is a family affair out of school hours unless they live within a half mile radius.

However, while there is no commercial or retail focal point in the study area, there is a concentration of institutional, residential and commercial buildings developing along 427 particularly on the west side. Included here is the Civic Centre complex. Since a majority of users travel by car to Eatonville and since Highway 427 does not appear to be a physical barrier, branch service may be located on either side of 427. But if it is to be at a convenient distance from all parts of the area any branch should be near the highway and at an interchange with a major arterial road. The Burnhamthorpe and 427 neighbourhood seems to fit these criteria.

In regard to mobile service locations, the most popular shopping centres are the best. The covered malls are attracting more weekly shoppers and the smaller neighbourhood plazas are more used for convenience shopping. The large regional shopping centres attract the public from areas much beyond any one municipality. In our study area, the only satisfactory locations are the neighbourhood plazas and Cloverdale Mall with the possible addition of the newer commercial centres which include some retail space.

2. Specific Recommendations For Future Service

Because the centre of development and population is shifting west of 427, because of the presence of the Civic Centre and its ability to attract citizens for cultural, recreational and civic activities and because of the difficulty and high cost of enlarging the Eatonville Branch to serve a potential total population east and west of 427 of 76,000 people.

It is recommended that a new branch be built on the Borough owned site on the south-west corner of West Mall and Burnhamthorpe Road.

It is recommended that the new branch be named the West End District Library and be 30,000 to 35,000 square feet and be equipped to serve

the predicted ultimate population in the service area of 76,000 people and the 15,000 to 20,000 residents of Mississauga which can be expected to gravitate toward this part of Etobicoke.

The standard of service offered through the branch would, of course, conform to those of Richview and Albion District Libraries and would take into consideration, at the time of planning, any approved Metropolitan Toronto library standards for size of collection, staff, equipment and services.

It is recommended that the new branch be planned to open for service in 1978 or when the population has exceeded 60,000.

Use from the Civic Centre, the Hydro Headquarters, the Education Centre and the other institutional and commercial buildings in the area is likely to be brisk, particularly at the noon hour, and the growing apartment complexes to the north and south will supply a steady local clientele for evenings and weekends. The presence of the Civic Centre and the other institutions offers the library a chance to supply materials and services of interest to the 1,000 or so civic employees within walking distance of the library.

It is recommended that a special collection with an emphasis on a periodical and document service in the subject areas of municipal government, urban development, administration and municipal engineering be developed with the necessary specialized staff.

Such a special subject department should be built in close liaison with the Civic Centre department heads and the municipal reference department of the new Metropolitan Toronto Central Library.

Co-operation between the District Library and the Resource Library in the Education Centre should be close so that both collections may develop without undue duplication of service on subject coverage.

Other facilities of the branch would include a multi-purpose space equipped for cultural activities and programmes geared to local needs, several group meeting rooms, a 16 mm film booking office only connected by direct line to Albion and Richview film depots and a strong non-print collection with an emphasis on phonodiscs and sound tapes for adults and children.

The collection should total 125,000 items proportioned as follows:

B & G Circulating	30,000	
B & G Reference	2,000	
Total B & G		32,000
Adult Circulating		
Fiction	20,000	
Non-Fiction	67,200	
Adult Reference	5,800	
Total Adult		93,000
Total Collection		125,000

Of the total circulating collection, about 10% should be non-print materials. In addition, from 700 to 800 periodicals, including 200 to 300 in the field of municipal reference, should be added.

It is our view that the library board should study the need for a community information service. If such a need is established

it is recommended that a community information service be accommodated in the new library and run by a committee of volunteers under the supervision of a staff member especially trained for the postion.

Considering the proximity of Civic Centre parking facilities, there is no need to provide the maximum numbers of spaces for a building of this size. Space for 100 cars would seem adequate.

There are two bus routes at the corner of the new site. As has been pointed out, use of this service to visit Eatonville was minimal. However, because the new library is in a location which attracts more daytime use, is adjacent to a commercial development north of another and near a number of public buildings which employ perhaps 1,500 people, many more users of the new library will probably come by bus in the future.

It is recommended that all bookmobile stops west of 427 be cancelled when the new library goes into service, that new stops be opened east of 427 in the service area particularly one in Cloverdale Mall or nearby and that the present location in the East Mall Plaza be moved south to Rathburn Road for greater visibility.

It is recommended that bookmobile and branch service in the west Etobicoke and east Mississauga region be planned jointly by the two library boards concerned so that service will be co-ordinated, duplication of facilities reduced and a joint access policy agreed upon.

3. Recommendations for Immediate Implementation

It is recommended that the Burnhamthorpe bookmobile stop be cancelled and a new stop opened in the Cloverdale Mall or nearby.

It is recommended that the bookmobiles be stocked with more material for pre-school children, that their stock of sound tapes be greatly augmented and prominently displayed and that a collection of books in the language of the principal ethnic group or groups of the service area be added to the collection before the appropriate vehicle visits the service area.

It is recommended that the Eatonville collection stock a minimum of 500 volumes in the language of the principal ethnic group in its service area, that the reference collection be enlarged and revised to be more useful to senior students and adults with an emphasis on business and the arts and that an adult phonodisc collection of 1,000 records and a tape collection of 200 be established.

It is recommended that one full-time clerical staff member be added to the staff of Eatonville, preferably a person who speaks the language of the principal ethnic group in the service area.

Considering the fact that 82% of the respondents to one question, "...are you able to park in the library parking lot?" answered "always", 17.5% answered "usually", and only .73% answered "seldom", we do not recommend that the parking space be enlarged. However, the completion of the driveway turn-off from the East Mall is desirable.

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FINAL TYPING BY "LADYFINGERS"